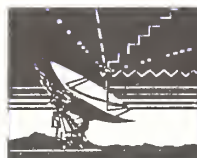


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2694

December 30, 1994

GLICKMANNOMINATEDAS NEXT SECRETARY OF AGRICULTURE-- President Bill Clinton nominated Dan Glickman to be the next Secretary of Agriculture. Glickman, a Democrat from Kansas, served nine terms as a member of the House of Representatives. During his tenure, he served on two House Agriculture subcommittees and has been a key player in the formulation of the past four farm bills. In making the announcement, President Clinton praised outgoing Agriculture Secretary Mike Espy's work on trade, reorganization and the Empowerment Zone/Enterprise Communities. **Contact: 720-4623.**

EARLY RELEASE BECOMES PERMANENT -- The U.S. Department of Agriculture will make permanent the 8:30 a.m. ET release time for market-sensitive grains and oilseeds reports. During a trial period that ran from May through November of 1994, USDA released Crop Production Reports, World Agricultural Supply and Demand Estimate reports and several other market sensitive reports at 8:30 a.m. rather than 3:00 p.m. Agriculture Secretary Mike Espy said, "The test period demonstrated that the early release time provides timely information to both cash grain and futures markets, and allows U.S. markets to trade on our forecasts before commodity markets." The new policy takes effect immediately. **Contact: Mary Dixon (202) 720-4623.**

PUMPING IRON HELPS OLDER WOMEN -- A new study reveals that older women who strengthen their thigh and torso muscles can reduce their risks of osteoporosis and related fractures. The U.S. Department of Agriculture, in conjunction with the National Institutes of Health supported the year-long study and the results were reported in the December 28 Journal of American Medical Association. Researchers concluded that high-intensity training "is an effective and feasible means" to preserve bone density and prevent other factors that increase fractures, such as muscle weakness, poor balance and inactivity in women past menopause. Study leader Miriam Nelson says, "The study shows for the first time that a single treatment can improve several risk factors for spine and hip fractures in older women. Bone density is only one element in these fractures." She says improving muscle strength and balance prevents falls, the greatest risk factor for fractures in the elderly. **Contact: Judy McBride (301) 344-2861.**

NEW BRAND REQUIREMENTS FOR MEXICAN CATTLE-- The Department of Agriculture has new requirements for identifying Mexican steer and spayed heifers imported into the United States. Patricia Jensen, USDA's acting assistant secretary for marketing and regulatory programs says there was a need to balance public concern about the treatment of cattle with the need to maintain identification methods to ensure the effectiveness of the eradication of bovine tuberculosis. The new regulations will require Mexican cattle to be permanently marked with the letter "M" high on the hip near the tailhead before entering the United States. Heifers will be marked with an "Mx" in the same location. Previously, imported cattle were to be hot-iron branded on the right jaw. Additionally, freeze branding will be allowed as a method to permanently identify imported Mexican cattle, as long as the mark has at least 18 days to become visible. **Contact: Kendra Pratt (301) 436-4898.**

USDA PLEASED WITH COURT DECISION TO UPHOLD FOREST PLAN -- Officials at the Department of Agriculture applauded a recent federal court decision upholding President Clinton's Northwest Forest Plan. Designed to protect the natural habitat for the spotted owl, salmon, and other species dependent on old-growth forest, the plan allows the government to sell about 1 billion board feet of timber per year from its land in the Northwest. Jack Ward Thomas, the chief of the Forest Service, and a scientist instrumental in writing the plan, says this decision marks a milestone for people who have invested years of hard work to serve the public interest in resolving this issue. He says the Forest Service and other federal agencies will move quickly and deliberately to implement the plan. **Contact: Alan Polk (202) 205-1134.**

POWERING UP COMMUNITIES AROUND THE U.S. -- President Clinton, Vice President Al Gore and Agriculture Secretary Mike Espy announced the designation of three Rural Empowerment Zones and 30 Rural Enterprise Communities (EZ/EC) around the United States. The EZ/EC designations were made to communities plagued by poverty, in both rural and urban areas. The designations were based on strategic plans developed by the communities showing how federal, state and local funds would be used to implement their plan. Each Empowerment Zone will receive \$40 million in federal funds while each Enterprise Community receives \$2.95 million. The designation also means special consideration for various federal programs, grants, and tax breaks. **Contact: Jim Brownlee (202) 720-2091.**

FINAL COTTON ARP SET -- Agriculture Secretary Mike Espy announced the final Acreage Reduction Percentage (ARP) for upland cotton of zero percent. This is a reduction from the preliminary level of 7.5% announced on October 31. The new level reflects tightened 1993-crop ending supplies resulting from a significant increase in U.S. upland cotton sales, and should help maintain the desirable 1995-96 end-of-year stock level. **Contact: Bruce Merkle (202) 720-8206.**

NEW MEMBERS NAMED TO COTTON BOARD -- The Cotton Board has six new members, and six new alternate members to serve. Agriculture Secretary Mike Espy named the new members (December 23) to serve on the board, which administers a national cotton research and promotion program. Appointees will serve 3-year terms, ending in 1997. Authorized by the 1966 Cotton Research and Promotion Act, the Cotton Board advances the position of cotton in the marketplace. It is funded by assessments on all domestically produced cotton and imports of cotton or cotton-containing products. **Contact: Clarence Steinberg (202) 720-8998.**

MUSHROOM COUNCIL SET -- Three mushroom producers have been named to the Mushroom Council to administer the National Mushroom Promotion and Research Program. Reappointed is Wilhelm Meya of Connecticut, and newly appointed members are James Angelucci of Pennsylvania and Shah Kazemi of California. All three will serve three year terms. Authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990, the council administers a national promotion, research, and consumer information program to maintain and expand markets for fresh mushrooms. **Contact: Clarence Steinberg (202) 720-8998.**

USDA GOES INTERNET -- To access this document via Internet, point your gopher to esusda.gov and a menu selection will appear or send an e-mail message to almanac@esusda.gov. The single line message should read: `send(space)USDA-releases(space)help`. Retrieval instructions and a list of documents currently available will appear. Need more help? **Contact: Maria Bynum (202) 720-5192.**

FROM OUR RADIO SERVICE

AGRICULTUREUSA # 1961 -- On this edition of Agriculture USA, Brenda Curtis talks with the head of USDA's Foreign Agriculture Service Gus Shumacher about the changing world of farm exports. (Weekly cassette -- 13-1/2 minute documentary).

CONSUMER TIME # 1442 -- Post holiday dieting; giving power to the people; winter bird feeding; the winds of change are blowing; controversial new squash given the O.K. (Weekly cassette -- 2-1/2 to 3 minute consumer features).

AGRITAPEFEATURES # 1952 -- President Clinton nominates new Agriculture Secretary; farm export outlook; a new way of looking at an old favorite; wheat crops out in the cold; cotton ARP set. (Weekly cassette -- news features).

UPCOMING ON USDA RADIONEWSLINE-- Tuesday, January 10, weekly weather and crops; Wednesday, January 11, world agricultural supply and demand outlook for cotton; Thursday, January 12, **8:30** world agricultural supply and demand outlook (newslines will change at 10:30 a.m.); cotton and wool outlook; Friday, January 13, feed outlook; oil crops outlook; rice outlook; wheat outlook. **These are USDA reports we know about in advance. Our newslines carry many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURE-- Will Pemble reports on a new automatic irrigation system for fruit trees, developed by scientists with USDA's Agricultural Research Service in Kearneysville, West Virginia. 1 minute 46 seconds.

FEATURE-- Repeat of above without narration. 1 minute 46 seconds.

FEATURE-- Patrick O'Leary reports on new cotton products, being developed by Agriculture Department researchers in New Orleans, Louisiana. 1 minute 54 seconds.

FEATURE-- Repeat of above without narration. 1 minute 54 seconds.

ACTUALITIES-- President Clinton nominates Dan Glickman as new Agriculture Secretary.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.
Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

Comments and suggestions are welcome regarding USDA broadcast services.

Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

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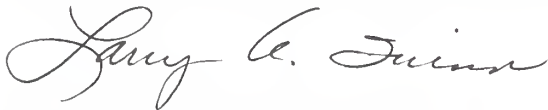
AG POLICY PERSPECTIVES...is the name of a new radio program that will feature information related to the 1995 Farm Bill debate, reports **Ron Hays** (Oklahoma Agrinet, Oklahoma City, OK). This four-minute daily series will take a look at the farm bill from the history of the 70's, 80's and 90's and will be distributed via satellite and audiotape. For more information, call Ron at (405) 841-0297.

TOY SAFETY STORY...in our Consumer Time series done by **Lori Spiczka Holm** persuaded a Minnesota woman to avoid buying a toy that was not "age appropriate." She considered buying a toy sewing machine for a three-year-old niece despite the label indicating it was for children ages 7 and up. Hearing Lori's report helped her realize the safety risk and make another choice.

GREAT YEAR...for cotton, rice and soybeans crops in Arkansas! **Stuart Doan** (ARN Agriculture Network, Little Rock, AR) says yields were the highest in 45 years. He adds that most of the row crop farmers have smiles on their faces as they begin the new year. Exports of cotton are up so planted acres may increase by 10 percent in 1995.

RETIRING...after more than 36 years on the air as a farm broadcaster with the same station is **Earl Hunter** (WKTY, La Crosse, WI).

NOW ON INTERNET...you can read our weekly **Broadcasters Letter**. Many of you stay in touch with the world through this information super highway. Some of you suggested that we offer the letter by Internet when replying to our recent readership survey. We hope this will help you more readily obtain timely listings of our news stories and radio and TV programming. See instructions for access at the bottom of page 2.



LARRY A. QUINN, Director
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